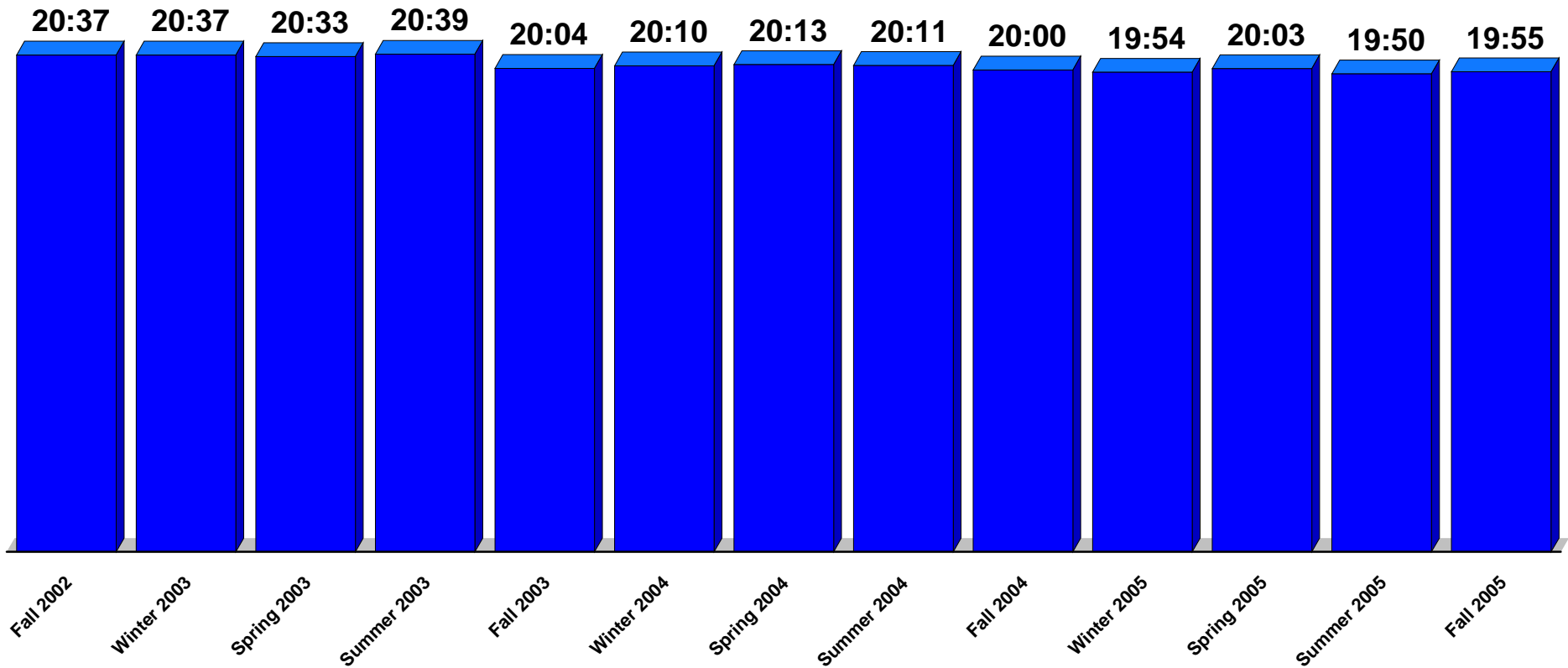


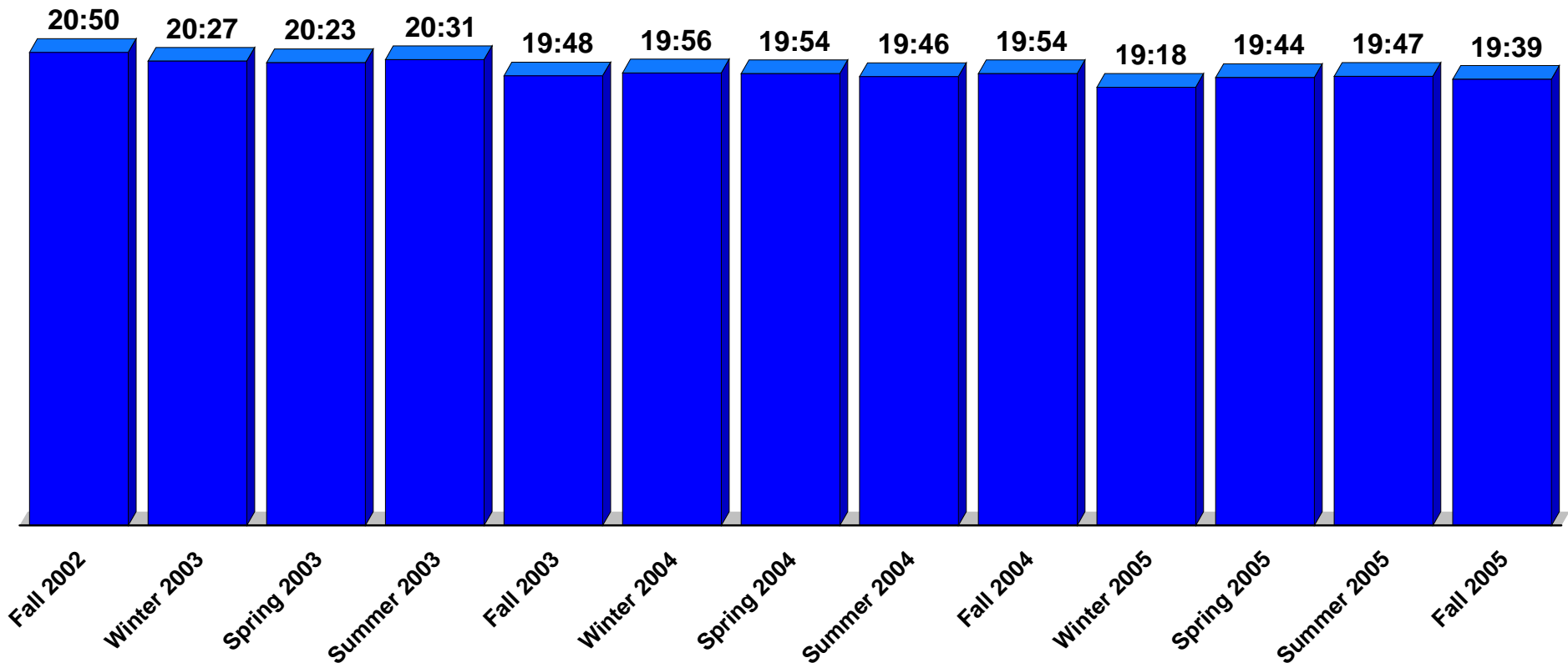
# Time Spent Listening By Demographic Group

**Persons 12+ TSL  
Mon-Sun 6A-12M (Hours:Minutes)**



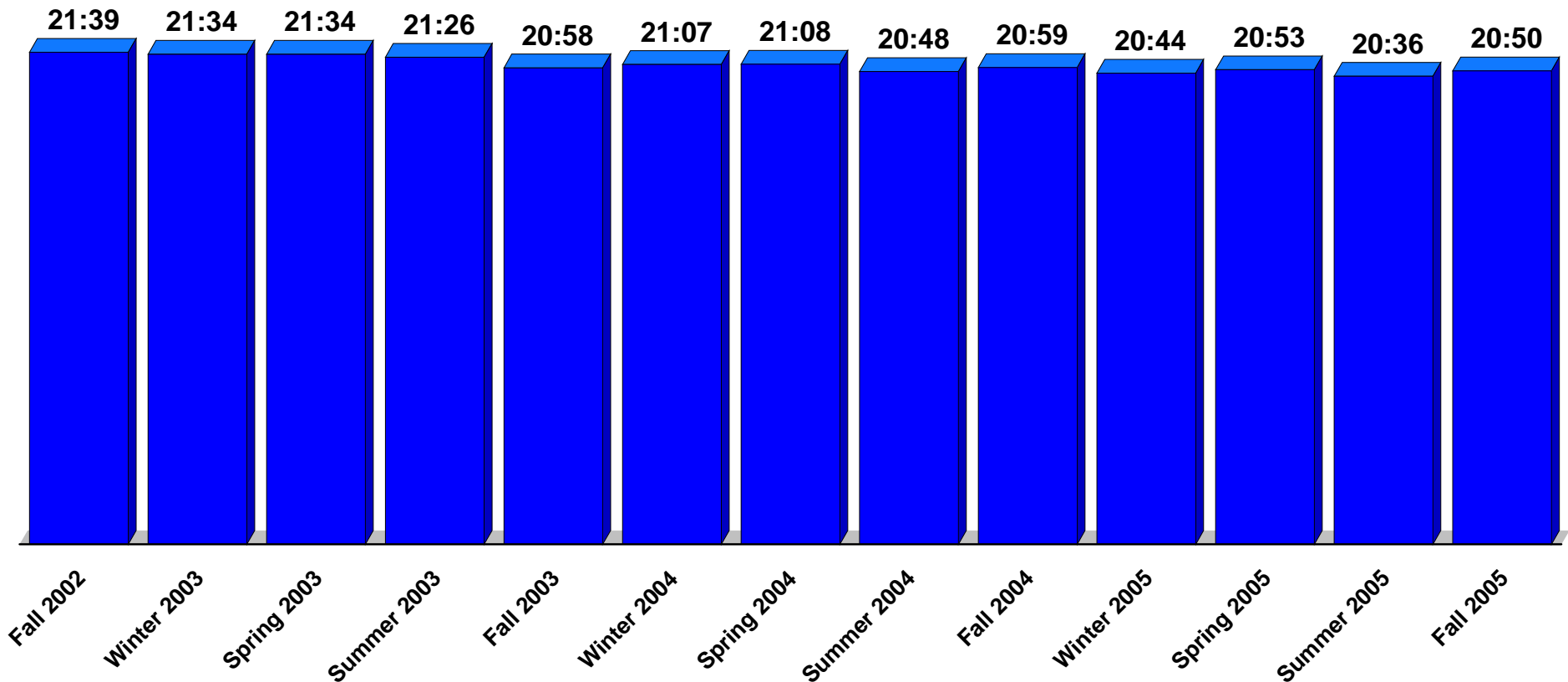
# Time Spent Listening By Demographic Group

**Persons 18-34 TSL  
Mon-Sun 6A-12M (Hours:Minutes)**



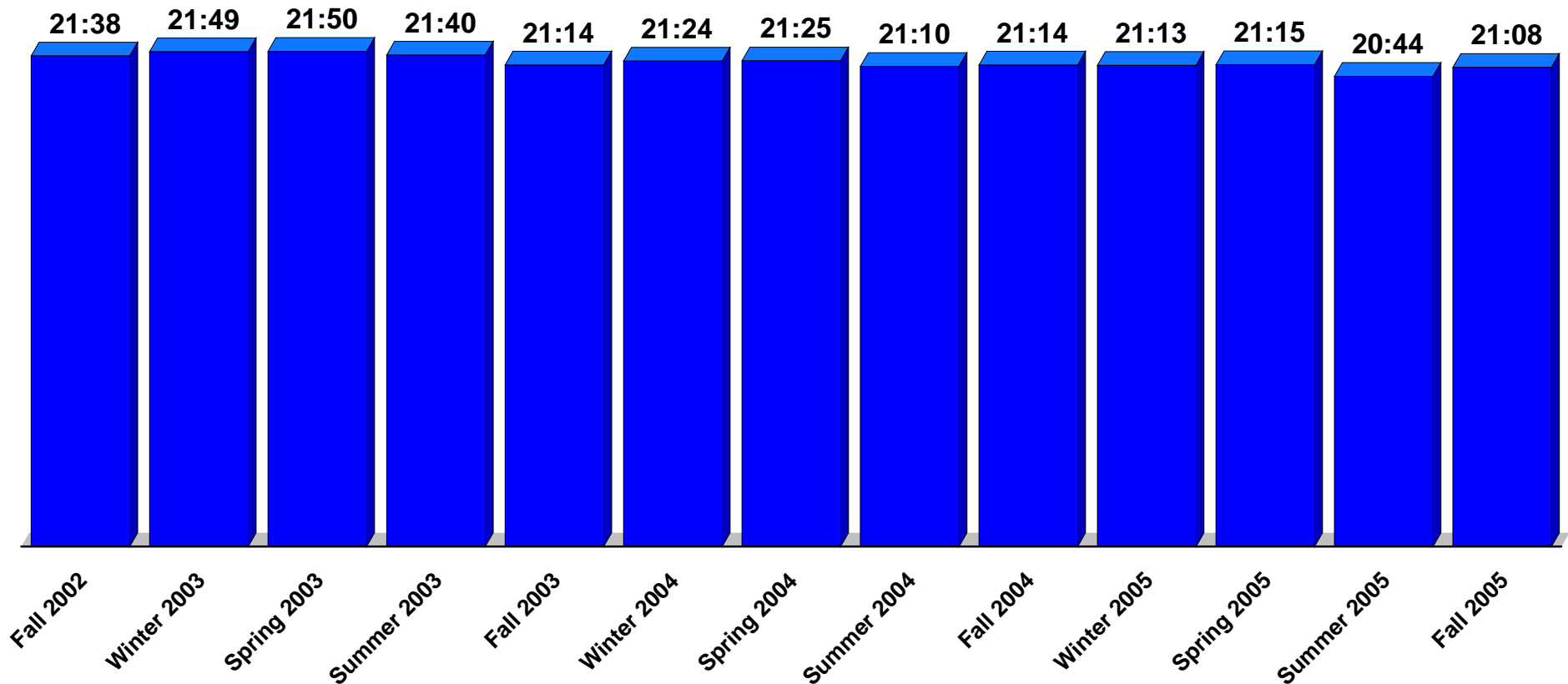
# Time Spent Listening By Demographic Group

**Persons 25-54 TSL  
Mon-Sun 6A-12M (Hours:Minutes)**



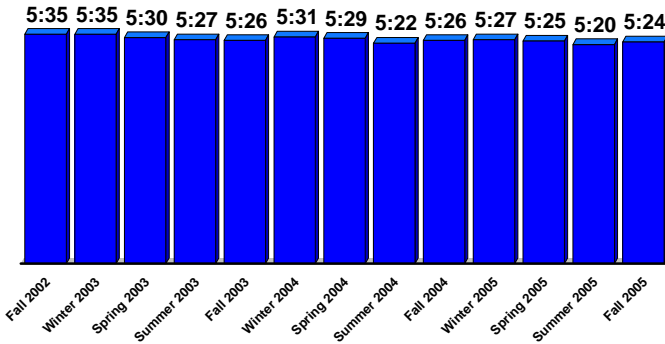
# Time Spent Listening By Demographic Group

**Persons 35-64 TSL  
Mon-Sun 6A-12M (Hours:Minutes)**

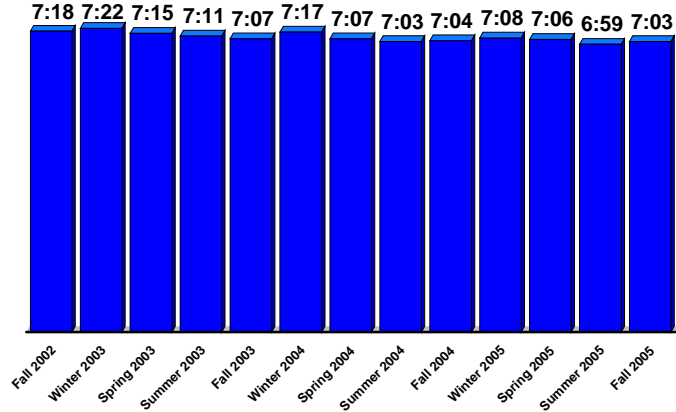


# Time Spent Listening By Daypart Persons 12+

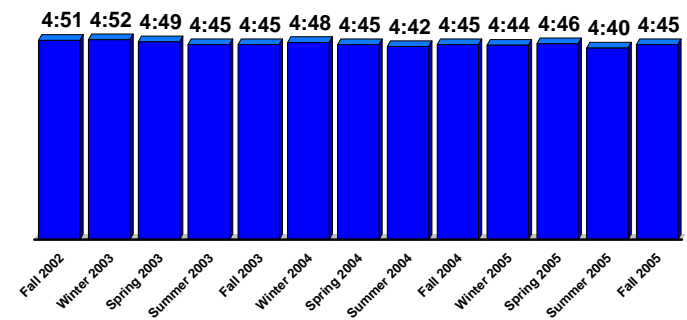
**Mon-Fri 6A-10A**



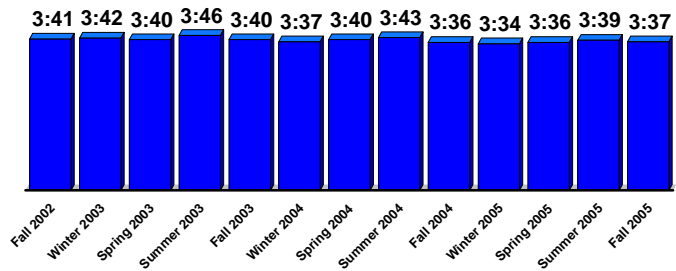
**Mon-Fri 10A-3P**



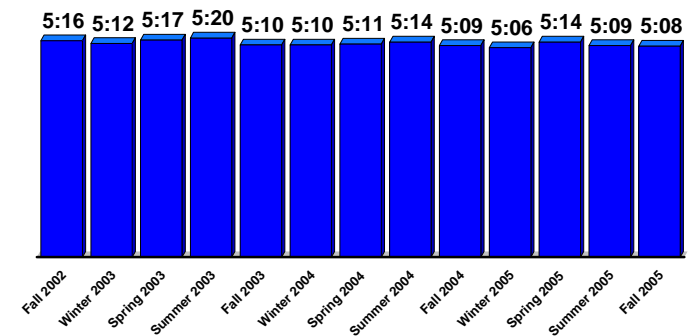
**Mon-Fri 3P-7P**



**Mon-Fri 7P-12M**



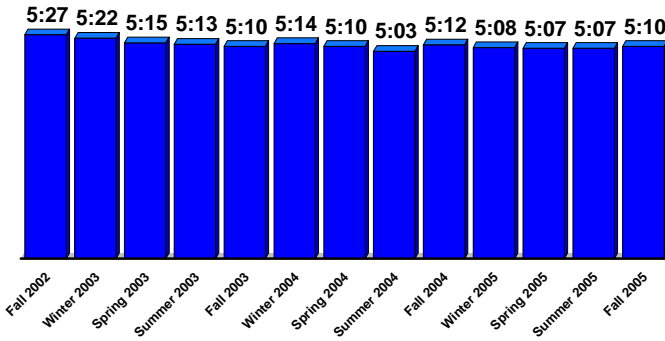
**Sat-Sun 6A-12M**



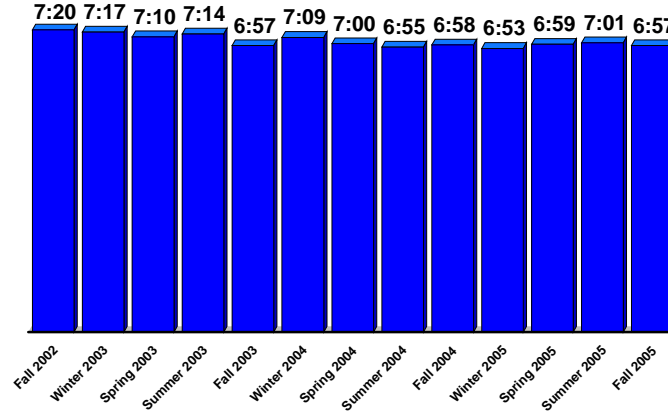
# Time Spent Listening By Daypart

## Persons 18-34

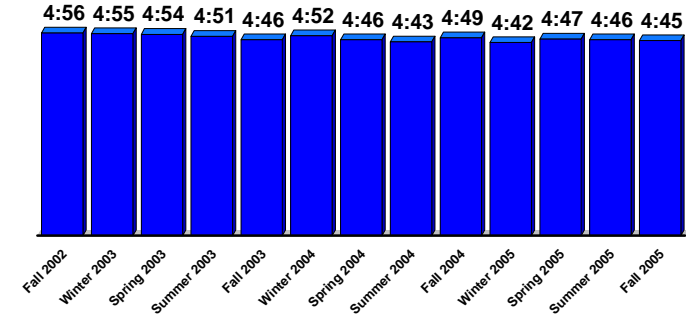
**Mon-Fri 6A-10A**



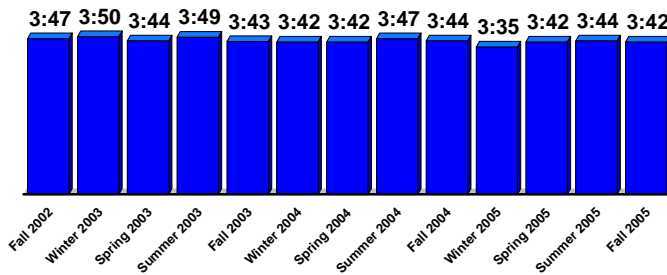
**Mon-Fri 10A-3P**



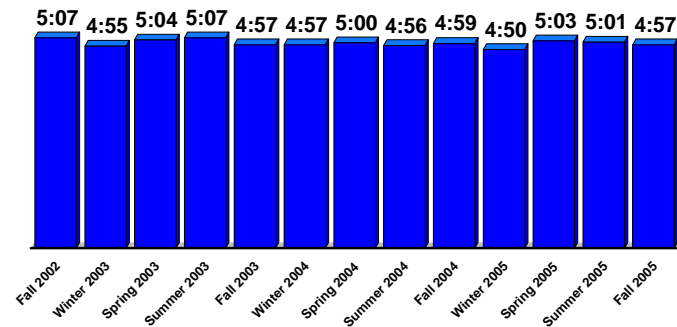
**Mon-Fri 3P-7P**



**Mon-Fri 7P-12M**



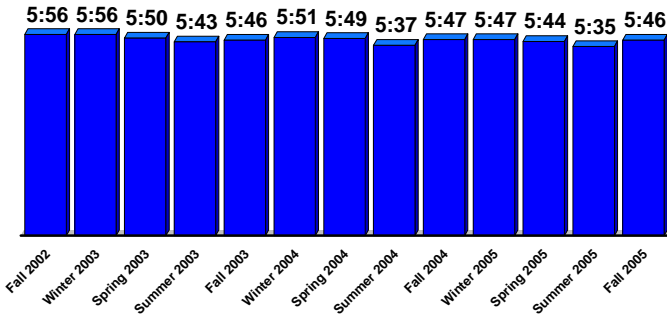
**Sat-Sun 6A-12M**



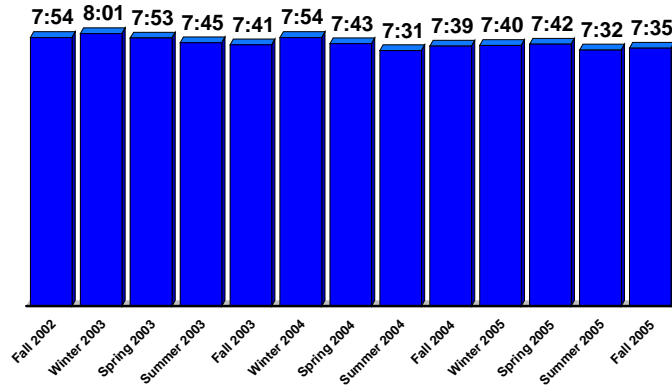
# Time Spent Listening By Daypart

## Persons 25-54

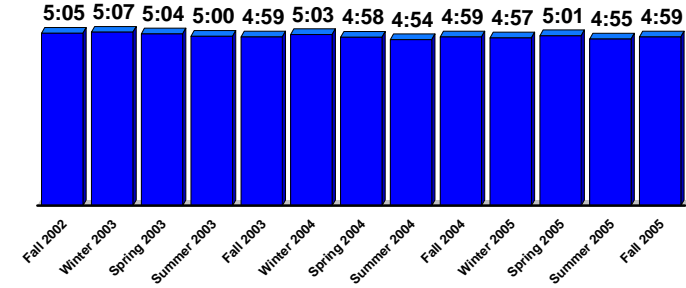
**Mon-Fri 6A-10A**



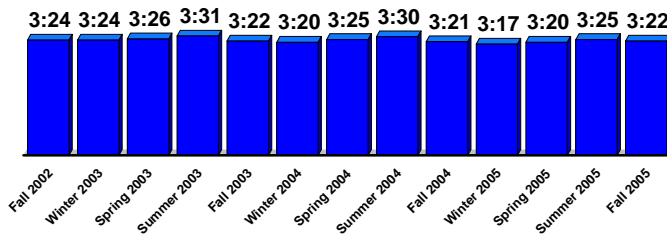
**Mon-Fri 10A-3P**



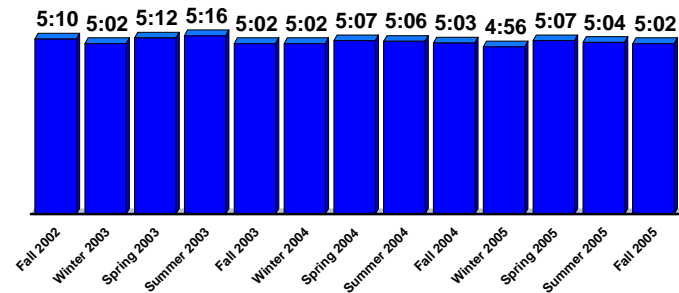
**Mon-Fri 3P-7P**



**Mon-Fri 7P-12M**



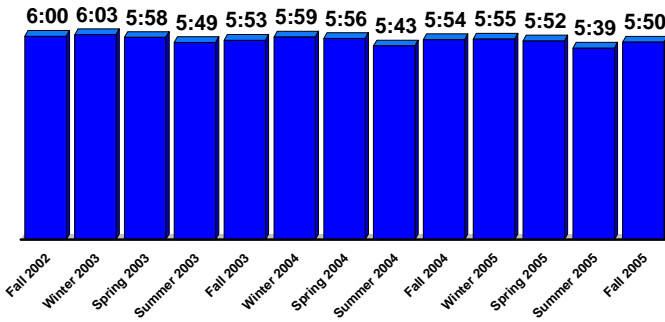
**Sat-Sun 6A-12M**



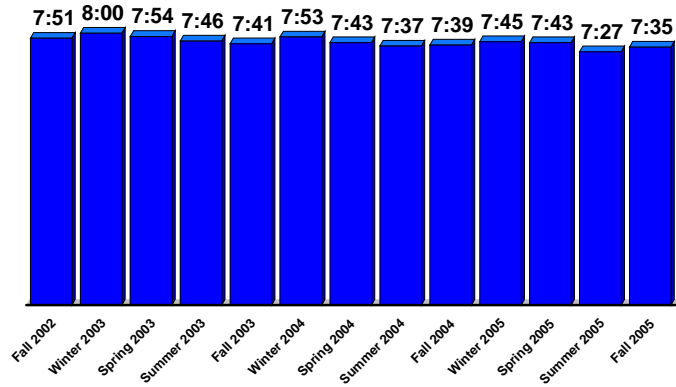
# Time Spent Listening By Daypart

## Persons 35-64

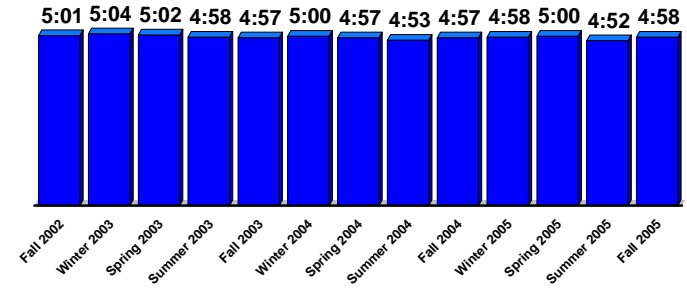
**Mon-Fri 6A-10A**



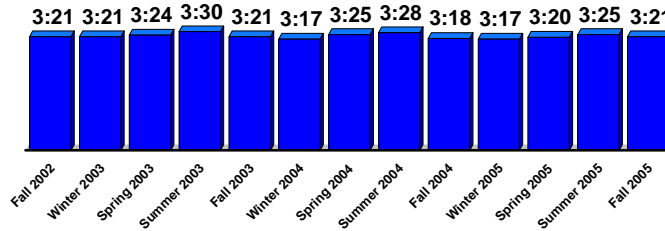
**Mon-Fri 10A-3P**



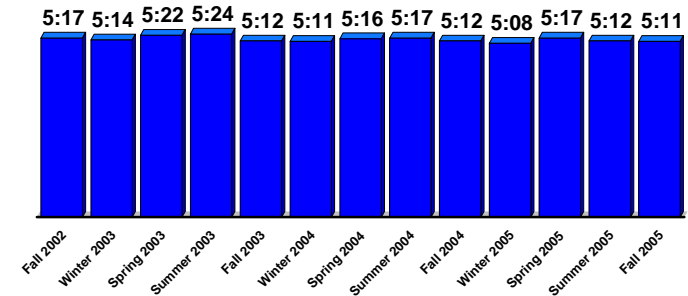
**Mon-Fri 3P-7P**



**Mon-Fri 7P-12M**



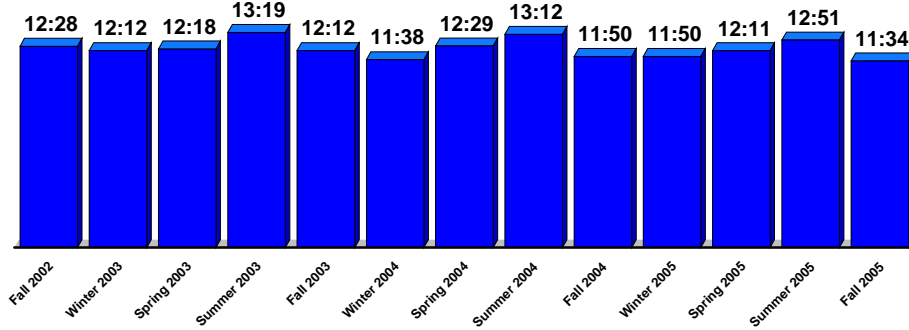
**Sat-Sun 6A-12M**



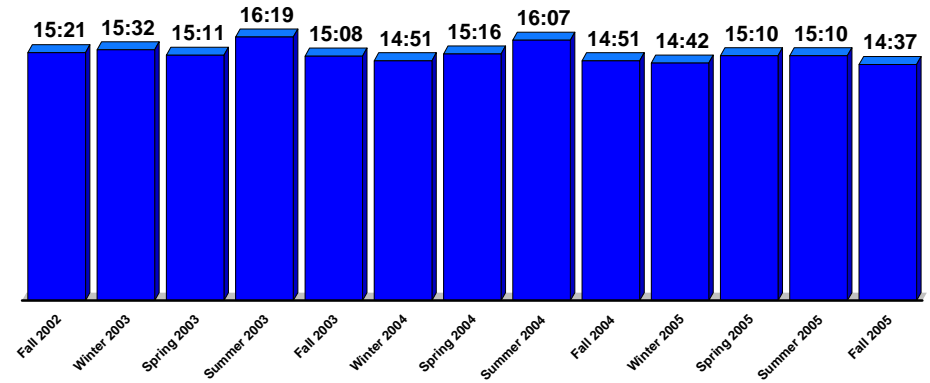
# TSL By Demo Cell

## Mon-Sun 6A-12M

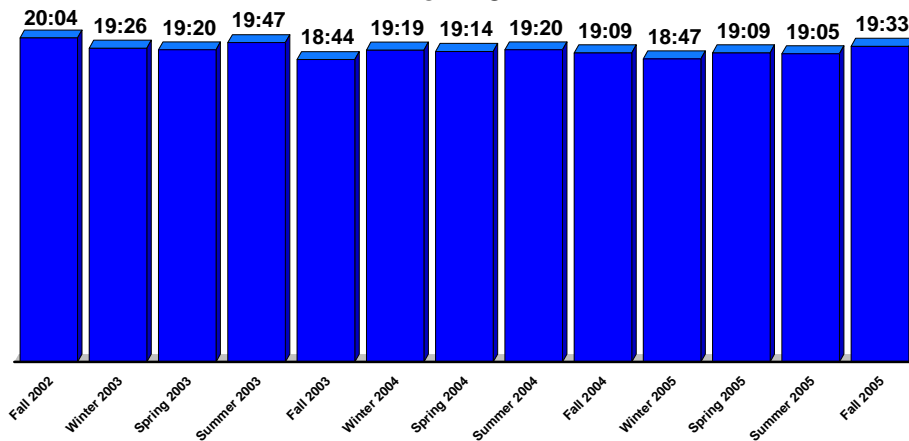
**Males 12-17**



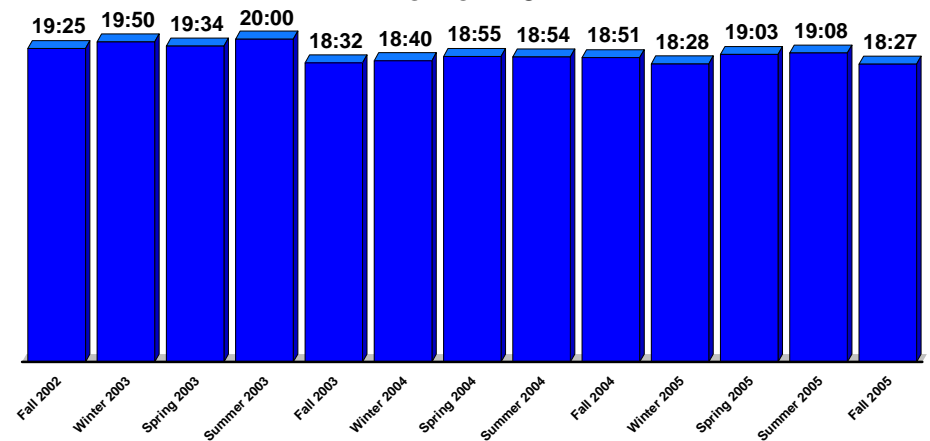
**Females 12-17**



**Men 18-24**



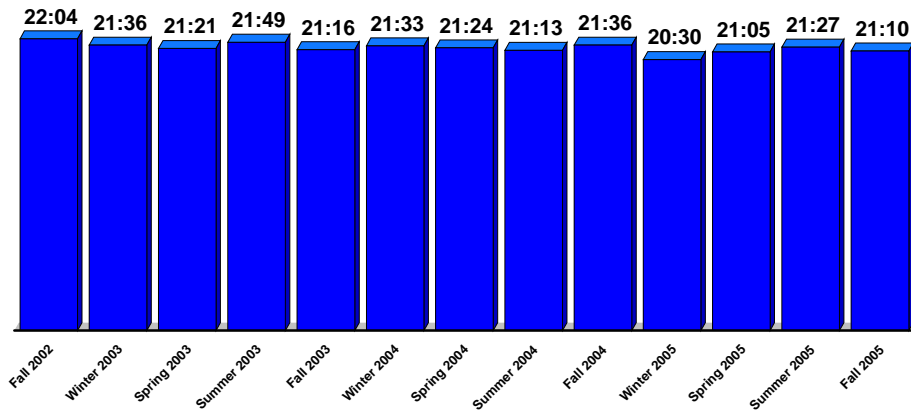
**Women 18-24**



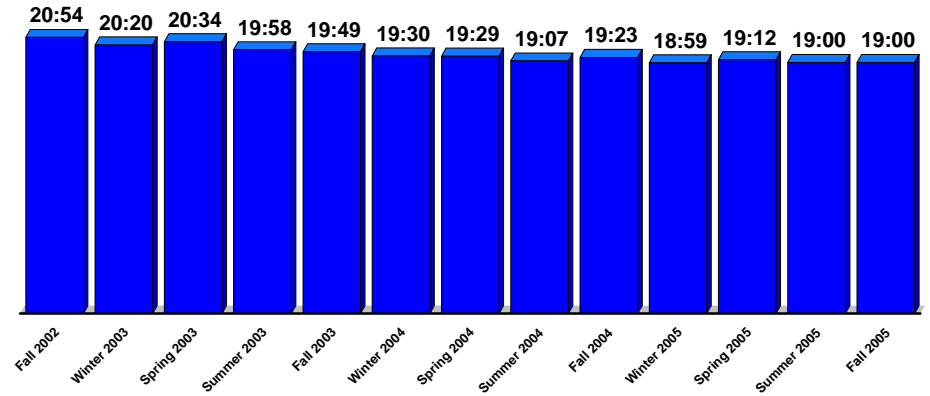
# TSL By Demo Cell

## Mon-Sun 6A-12M

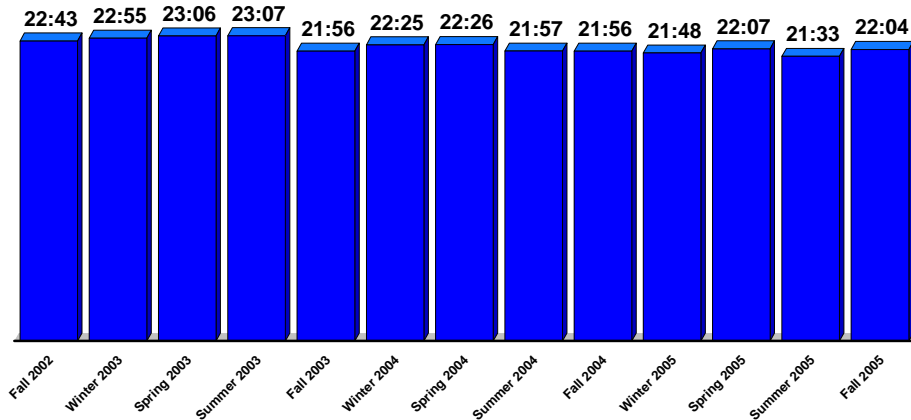
**Men 25-34**



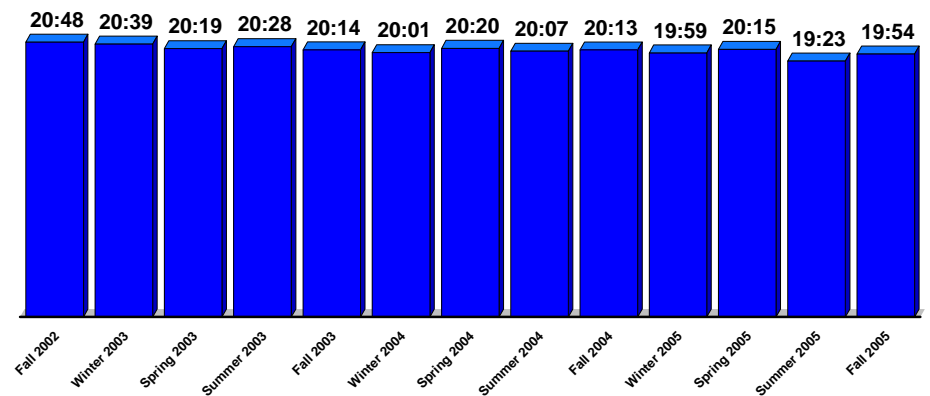
**Women 25-34**



**Men 35-44**



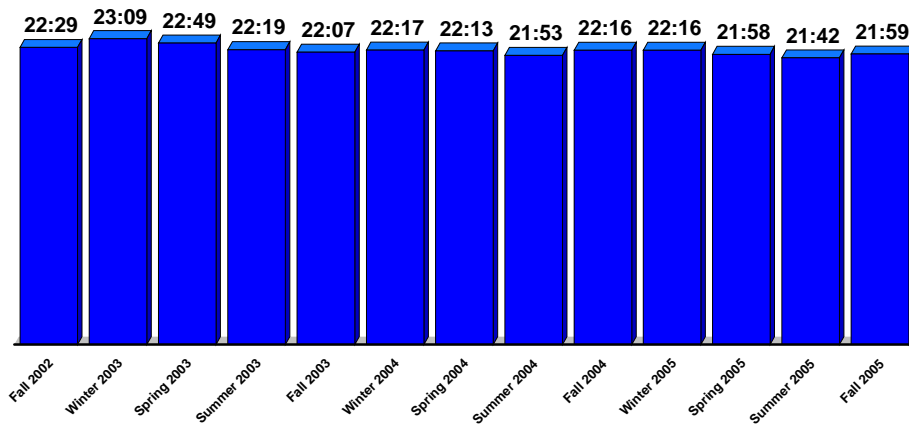
**Women 35-44**



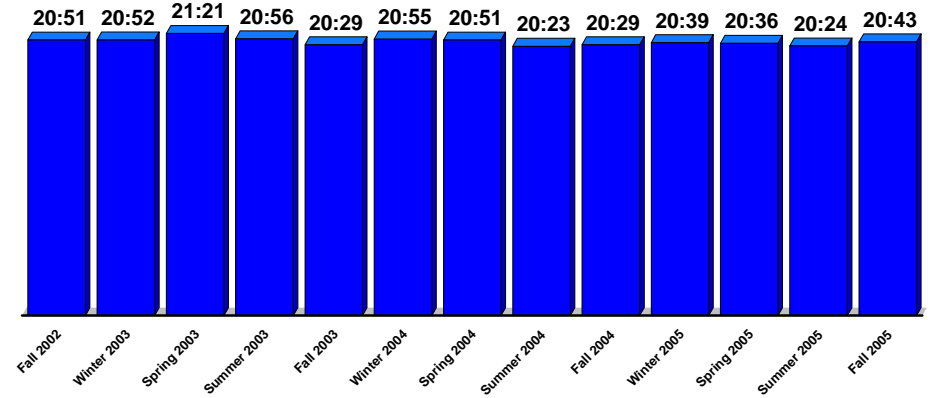
# TSL By Demo Cell

## Mon-Sun 6A-12M

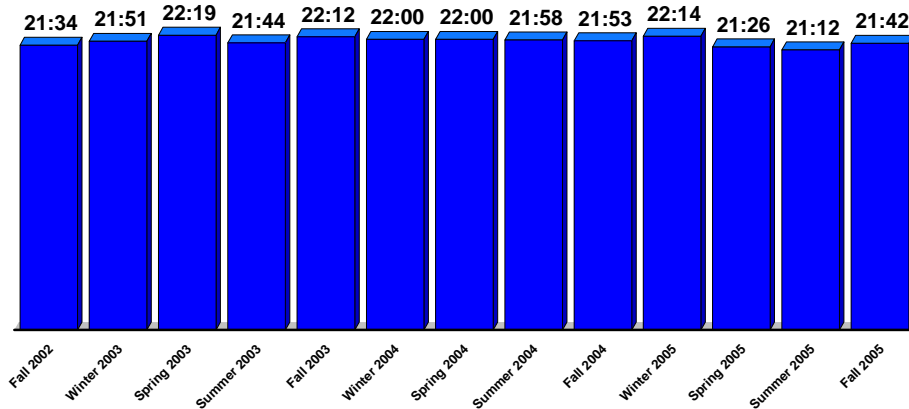
**Men 45-54**



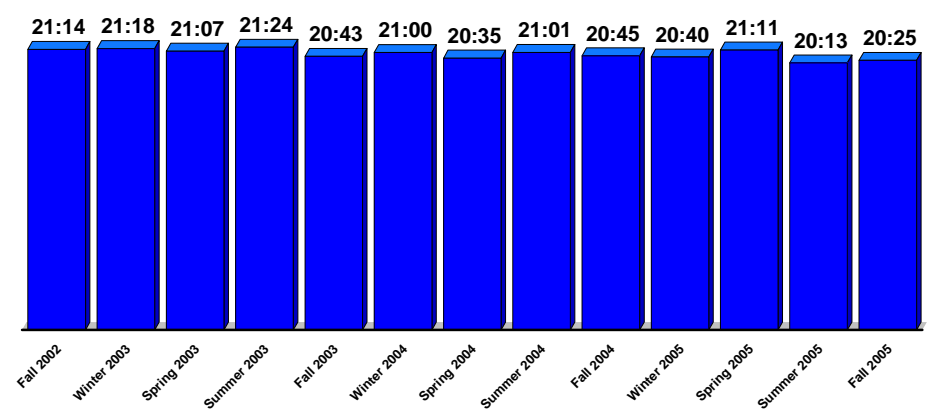
**Women 45-54**



**Men 55-64**



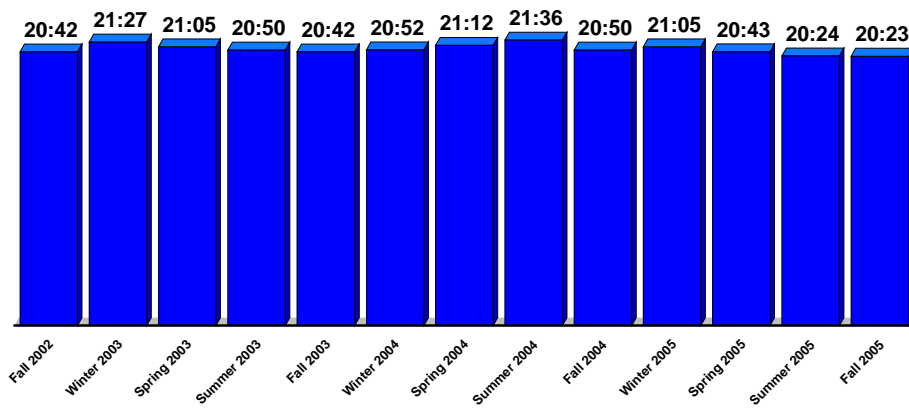
**Women 55-64**



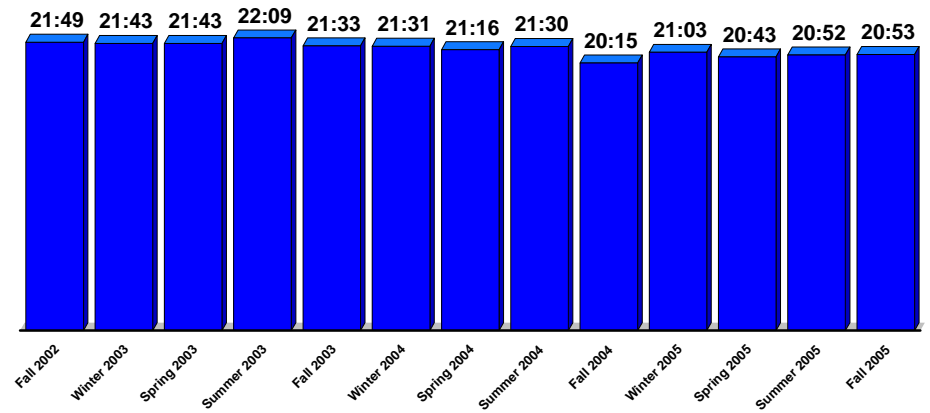
# TSL By Demo Cell

## Mon-Sun 6A-12M

**Men 65+**



**Women 65+**



### Percent Change in TSL From Fall 2002 - Fall 2005

	<u>P 12+</u>	<u>A 18-34</u>	<u>A 25-54</u>	<u>A 35-64</u>		<u>Men</u>	<u>Women</u>
M-S 6A-12M	-3.40%	-5.68%	-3.77%	-2.31%	12-17	-7.22%	-4.78%
M-F 6A-10A	-3.28%	-5.20%	-2.81%	-2.78%	18-24	-2.57%	-4.98%
M-F 10A-3P	-3.42%	-5.23%	-4.01%	-3.40%	25-34	-4.08%	-9.09%
M-F 3P-7P	-2.06%	-3.72%	-1.97%	-1.00%	35-44	-2.86%	-4.33%
M-F 7P-12M	-1.81%	-2.20%	-0.98%	0.00%	45-54	-2.22%	-0.64%
S-S 6A-12M	-2.53%	-3.26%	-2.58%	-1.89%	55-64	0.62%	-3.85%
					65+	-1.53%	-4.28%

# Need More Information?

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  - ▶ [csislen@ResearchDirectorInc.com](mailto:csislen@ResearchDirectorInc.com)
  - ▶ 410-974-8101 x14